



MARAD Update



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Smithsonian's Maritime Exhibit to Get Major Facelift

Story and Photo by Thom Robinson
Office of Congressional and Public Affairs

Officials at the Smithsonian Institution's National Museum of American History in the District of Columbia have announced plans for a new exhibit called "On the Water: Stories from Maritime America." The new exhibit will deliver the key message that maritime activity was critical in American history and is still essential today.

The exhibit's theme parallels the Maritime Administration's mission to promote the nation's maritime industry. In keeping with this role, MARAD is assisting the exhibit by donating maritime artifacts.

Former Maritime Administrator retired Navy Vice Adm. Albert J. Herberger is chairing a committee to help and to coordinate fundraising efforts.

"The quality of exhibits at the National Museum of American History is always outstanding," said Herberger, "and they get four or five million people through there every year. It's a wonderful way to raise the visibility of the entire maritime industry."

Paula Johnson, project director and curator of "On the Water," is enthusiastic about the new project, but also eager to get the plans and designs off the drawing boards and onto the museum floor. She says what's needed at this point are concerned corporate sponsors.

Ms. Johnson explained that most Americans simply don't realize the important role the maritime industry plays in their daily lives. This new exhibit is an ambitious public education project that will use art, artifacts, written and oral history, multimedia and new media to engage audiences both young and old in the nation's maritime history and culture.

"Everyone is dependent on the mariners, but it seems that (the public) never thinks about it," said Ms. Johnson. "And that's our story: If maritime commerce ended tomorrow, you'd know it immediately."

"On the Water" will tell that story to visitors as they walk through the chronologically organized exhibit, which begins with the "Atlantic World" section, then comes the "Maritime Nation" section, "Fishing for a Living," "Inland Waterways," "Ocean Crossings" and "Answering the Call During War-time." The exhibit will conclude with a "Modern Maritime America" section.

Adm. Herberger added: "Once opened, "On the Water" is expected to be on display for 20 years, and will teach millions of visitors about the maritime industry and America's maritime heritage."



A giant propeller, salvaged from the old commercial ship Indiana, which sank in 1858, is on display now at the National Museum of American History and will also be part of the new maritime exhibit, "On the Water," which is scheduled to open in 2008.

MARAD's Transportation Leadership Program Supports DOT's Crisis Management Center

By Joe Duvall
Transportation Leadership Program Participant

Editor's Note: Joe Duvall, a Transportation Leadership Program Participant, volunteered for duty in the DOT Crisis Management Center (CMC) during the past hurricane season to learn more about the role the Department plays in national emergency responses.



MARAD's Joe Duvall in the DOT Crisis Management Center.

The Crisis Management Center operates 24 hours a day, seven days a week and is staffed by teams of two to three watchstanders per twelve-hour shift—one senior duty officer, one deputy duty officer and, if applicable, one analyst.

Just as the CMC mission declaration states, the CMC watch monitors the nation's transportation

system as well as international events and reports to senior DOT officials. This monitoring is achieved by several methods including commercial and public-sector sources. The CMC watchstanders regularly communicate with federal, state and local entities to acquire, confirm and coordinate information prior to reporting to senior DOT officials.

The CMC also serves as DOT's command center during significant events. For example, during the London transportation bombings, hurricanes Dennis, Katrina, Rita and Wilma, the CMC was "surged" with many of DOT's emergency coordinators (each operating administration has at least two) being called into the CMC for full-time operations. CMC watchstanders also coordinate the surge notification process.

DOT also has a watchstander in the Department of Homeland Security's Operations Center, but this post is typically staffed during normal business hours except in the case of a significant event, which results in a 24-hour staffing requirement.

CMC watchstanders receive, process and distribute secure communications coming into DOT. They set up and coordinate both secure and non-secure video teleconference sessions. They interface and coordinate daily with other federal emergency operations centers. Also, they conduct research, analyze information and generate reports.

What is EMS?

By Richard Corley
Office of Environmental Activities

Let's be honest. What is the first thing you think of when you see the letters EMS? Probably, Emergency Medical Services. MARAD has incorporated a program at the James River Reserve Fleet (JRRF), Fort Eustis, Virginia, where EMS means Environmental Management System.

MARAD was accepted to a national EMS training and implementation program sponsored by the U.S. Environmental Protection Agency (EPA) and the American Association of Port Authorities (AAPA). The two-year EPA/AAPA-sponsored program was initiated to assist the maritime industry in implementing EMS. The program concluded in March, where AAPA hosted a graduation ceremony for 14 participants including MARAD. Some notable graduates included the Port of NY/NJ, the Port of Houston, and the Port of New Orleans.

What is EMS?

EMS is a continual cycle of planning, implementing, evaluating and improving the activities, operations and services of an organization to reduce impacts on the environment.

The EMS framework is based upon an internationally recognized standard called ISO 14001, which is a sister standard to the well-known quality system called ISO 9000. Both standards are third-party verifiable, which enhances MARAD's credibility with the public.

EMS Focus Areas at the JRRF

- Hazardous Waste Management
- Fuel Management
- On-Shore Operations
- Off-Shore Vessel Operations

JRRF employees from both the Fleet Support Group (FSG) and the Fleet Operations Group (FOG), known as the core team, have been key participants in the planning and implementation phases of the EMS effort.

Costs Savings

Recycling is being managed better as a result of being identified as a "significant aspect" or, in layman's terms, a "significant risk." Other savings include enhanced training for oil spill response, which translates into more efficient responses that cost less in equipment and time. JRRF will continue to realize additional savings in 2006.

EMS costs savings cited by other major participants in the EPA/AAPA initiative have been reduced insurance rates for the Port of Houston, saving \$2 million, and reduced hazardous waste disposal costs for the Port of Long Beach, saving \$1 million.

The Virginia Department of Environmental Quality is a strong supporter of EMS, and provides regulatory flexibilities to participating agencies and industry located within the state. Thanks to this program, JRRF is in a better position to be recognized as an environmental leader in the state. The reserve fleet also has the option of becoming third-party ISO 14001 certified, being recognized by Virginia's Environmental Excellence Program (an elite program for EMS organizations in Virginia) and/or being recognized by EPA's National Environmental Performance Track Program (a national EMS recognition program).



Left to Right: Wayne Hancock, Herbert Haywood, Martin Walker, Charlotte Mingee, not shown: Willie Barnes and Art Fritz, members of the JRRF Fleet Support Group.

Next Steps

MARAD will continue to track implementation of the EMS in the JRRF with a view toward further identification and quantification of program improvements and economic benefits. In fiscal years 2007 to 2009, MARAD hopes to roll out the EMS program to the other reserve fleets and the U.S. Merchant Marine Academy. In so doing, MARAD expects to follow a "train-the-trainer" approach based upon the lessons learned from the JRRF pilot.

Please direct any questions on EMS and its progress in the JRRF to MARAD's Environmental Management Representatives Richard Corley at richard.corley@dot.gov and Willie Barnes at willie.barnes@dot.gov.

MARK YOUR CALENDAR:***National Maritime Day, National Transportation Week
To be Commemorated, Celebrated***

MARAD's Office of Congressional and Public Affairs has joined with other maritime industry entities to raise public awareness of the maritime industry and to make National Maritime Day an event the entire nation embraces.

In 1933, Congress declared May 22 to be National Maritime Day, and each year since it has been a day for the United States to observe its proud maritime heritage, honor the men and women who serve and have served as merchant mariners and recognize the many benefits that result from our American maritime industry. National Maritime Day also follows on the heels of National Transportation Week, which the U.S. Department of Transportation has announced will run the week of May 14-20 this year.

As a way to underscore the critical importance of the maritime industry to the national transportation network, this year MARAD, supported by the U.S. Army Corps of Engineers, American Association of Port Authorities, The Propeller Club of the United States, Waterways Council, Inc., National Waterways Conference, Inc. and other maritime groups, will intro-

duce an awareness campaign designed to focus national attention on the maritime industry.



Called "Maritime Matters," the campaign will help to communicate the value of the maritime industry in relation to the economy, national security, jobs, environmental protection, agri-

culture, quality of life, recreation and more.

For example, according to MARAD, our nation's ports and coastal and inland waterways support the annual movement of more than 2.5 billion tons of domestic and international commerce. They also generate significant local and regional economic growth, support nearly five million jobs and annually provide facilities for millions of cruise and ferry passengers.

On May 22 this year, commemorative activities will take place across the country—at seaports and along inland waterways—in combination with National Maritime Day observances in the District of Columbia. To visit the web site MARAD has developed to help ports and cities announce their National Maritime Day events, go to www.marad.dot.gov and click on the "National Maritime Day" toolbar. This site provides up-to-date information on National Maritime Day commemorative activities across the country, along with a history of why the observance day came into being and how the maritime industry has evolved to touch each and every American life.

MARAD Update

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Publisher**John Jamian****Managing Editor****Susan Clark****Editor****Ella Thomas**